



OTW 2016 Greatness Program 2.0

A program to support Great Old Town Businesses through advertising specifically geared to encourage customers to conduct business in Old Town and to encourage businesses to be open weekend evening hours. The program is being organized through the Old Town Development Board Economic Vitality Committee.

Participating Businesses will receive:

- Free advertising (business name mention on a popular radio station for at least one week)
 - o Participating businesses will have their name mentioned on a rotating basis in conjunction with a dynamic radio ad promoting shopping and dining in Old Town.
- Free Ad designed for each business by a local company to be used for social media promotion. (Businesses must provide the required photos/logo and information by ad deadline August 19. Download here: <http://webstrategies.com/ad-greatness-program/>)
- Free advertising on social media (from ad designed by a local company)
- Free Printed rack cards/table cards promoting shopping and dining in Old Town
- Use of professional photographs taken in Old Town Winchester
- Free workshops throughout the year, at least two.
- Free use of OTW video for promotional purposes, OTW 30 second video will play at local movie theater August – December.
- **OTW will add your logo to a Shopping or Dining video and you will have use of the video.** Videos will be marketed through Social Media.
- Ability to apply for Façade Grant up to \$1,000 (This is dependent upon receiving the funding from VMS)

Business Name: _____ Business Address: _____

Owner Name: _____ Phone#: _____

Email Address: _____ Manager if applicable: _____

Participating businesses must be located within Old Town (defined as located on the map included in the OTW Shopping and Dining Guide) or apply for special consideration to the EVC to be accepted into the program. The OTDB will verify business compliance with the program guidelines on a quarterly basis. *Frequency and timing of advertising may vary but attempts will be made to mention all participating businesses with the same frequency.*

FORMS DUE NOW! – Businesses will be promoted in order of receipt of completed form.

Program Guidelines:

Old Town Greatness Program Businesses will:

- Stay open until at least 8 p.m. on Fridays from July through December.
- Have a welcoming well lit window display.
- Provide great customer service and be knowledgeable of Old Town businesses, attractions and amenities (such as appears in the OTW Shopping and Dining Guide).
- Permit the use of their business name and information for program promotional purposes.
- Permit that ads designed for this program can be used by Old Town Winchester for promotional purposes.
- Restaurants will display designated print media such as tent table cards and meet social media requirements.
- Include the OTW logo and URL (EnjoyOTW.com) on Facebook (1 shares, tags, likes, mentions or posts a month).
- Take OTW event and Greatness Program surveys (no more than one a month)

I agree to comply with the guidelines of the program _____ **Date** _____

(Signature)